

# Public Participation & Engagement

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The White House New Media Team  
Web Managers Conference  
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# What is Public Participation & Engagement?

The process through which the public participates, influences and engages with government information and services.



# Background

## **Citizens have been disengaged and disconnected**

- ~30% are not registered to vote.
- In 2008, a 40 year high, only 61.6% of registered voters came to the polls (though the composition changed greatly!)

## **Causes:**

- Lack of understanding
- Lack of empowerment - is anyone listening?
- Lack of communication, openness and transparency
- Lack of access

*Source: National Journal, 12/1/08*



# Benefits of participation & engagement

Can help achieve mission and goals

- Provides official information
- Informed public feels gov't listening, takes ownership
- Public helps identify problems AND solutions
- Public helps government AND one another

# Three types

1. Government to people
2. People to government
3. People to people

# Government to people

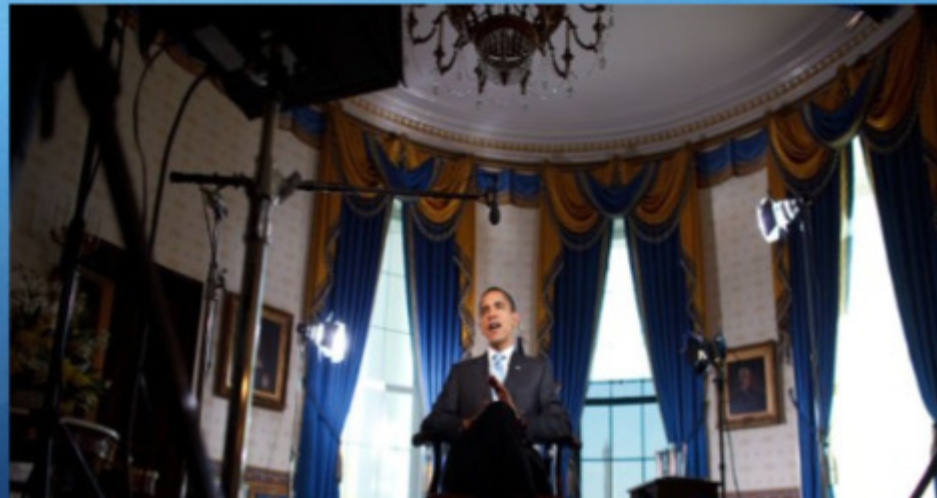
## Your WEEKLY ADDRESS

President Obama: "To help build a new foundation for the 21st century, we need to reform our government so that it is more efficient, more transparent, and more creative."

WATCH THE VIDEO

MORE FEATURES:

1 2 3 4



CDC Home



Centers for Disease Control and Prevention  
Your Online Source for Credible Health Information

A-Z Index A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

## Swine Flu

### Swine Flu

General Info

Human Swine Flu  
Investigation

What's New

### Swine Flu Info

Information  
Investigation  
Things You Can Do

CDC.gov | HHS.gov

## Swine Influenza (Flu)

Swine Influenza (swine flu) is a respiratory disease of pigs caused by type A influenza that regularly cause outbreaks of influenza among pigs. Swine flu viruses do not normally infect humans, however, human infections with swine flu do occur, and cases of human-to-human spread of swine flu viruses has been documented. See [General Information about Swine Flu](#).

From December 2005 through February 2009, a total of 12 human infections with swine influenza were reported from 10 states in the United States. Since March 2009, a number of confirmed human cases of a new strain of swine influenza A (H1N1) virus infection in the U.S. and internationally have been identified. An investigation into these cases is ongoing. For more information see [Human Swine Flu Investigation](#).

### General Information about Swine Flu

Questions and answers and guidance for treatment and infection control

### Human Swine Flu Investigation April 26, 2009 11:30 ET

Information about the investigation of human swine flu in the U.S.

### CDC Health Advisory April 25, 2009, 3:00 EST (03:00 PM EDT)

Investigation and Interim Recommendations: Swine Influenza (H1N1)  
Distributed via Health Alert Network

Swine Flu website last updated Sunday, April 26, 2009 04:45 PM ET



"I'm OK . . . just a little too much 'push' technology."



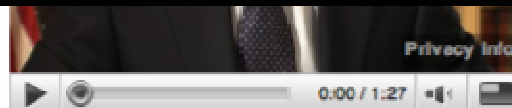
# People to government



...un of Open for Questions has wrapped  
...e President answering several of the  
...ular questions during a special online  
... We will be trying to address more of  
...ons the President could not get to  
...ext week or so, and will continue  
...r new ways to engage with the public  
...ur input.

[Auto Industry](#)  
[Retirement Security](#)  
[Green Jobs and Energy](#)  
[Financial Stability](#)  
[Jobs](#)  
[Budget](#)

[Terms of Service](#) -  
[Privacy Policy](#) -

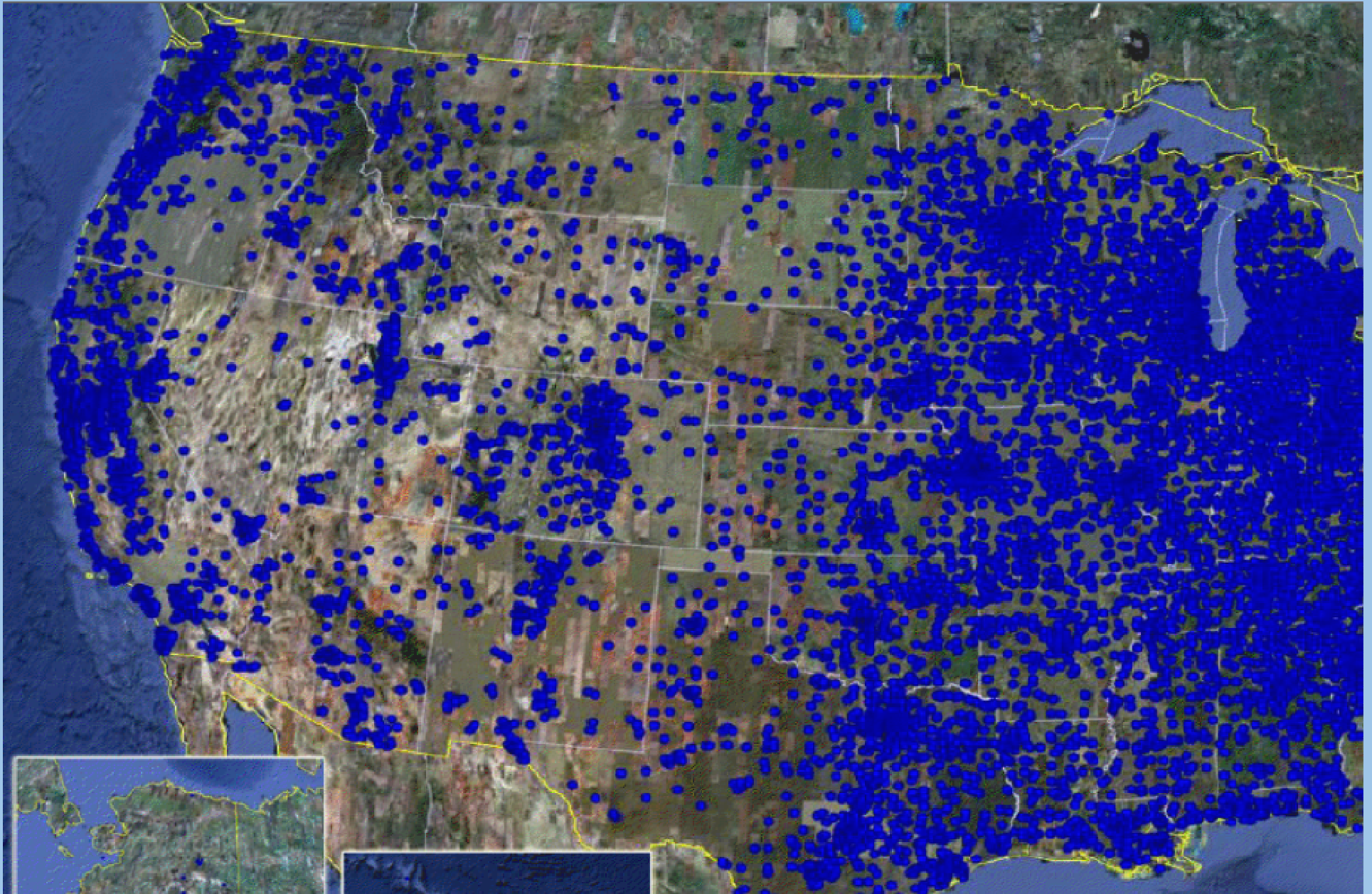


**92,937 people** have submitted **103,978 questions** and cast **1,782,650 votes**

Please [sign in](#) to vote on questions and suggest your own.

[View Questions](#)

# People to government (cont.)



# People to people

SERVE.GOV

SIGN UP FOR UPDATES:

E-mail Address

ZIP Code

Sign Up



President-elect Barack Obama on Martin Luther King Day

“We need your service, right now, at this moment in history. I’m not going to tell you what your role should be; that’s for you to discover. But I am asking you to stand up and play your part. I am asking you to help change history’s course.”

GET SATISFACTION

Get your own customer support community

Log In or Sign up

Find products and companies



## Customer Support Community for Whole Foods Market

Supported by 1,319 customers like you, as well as the Whole Foods Market team.

Whole Foods Market is committed to open conversation about its products and services. Conversations should be conducted in the spirit of the Company-Customer Pact.

POWERED BY  
SATISFACTION

Support Topics (117) | Products (3) | People (9) | Overheard | About

Start a new support topic



Lewis asked this question 1 year ago.

### 365 spring water: a question for people everywhere



Recently I noted that 365 spring water is bottled by CG Roxane (which equals Crystal Geyser, a water I happen to like). It appears that Whole Foods uses at least a few different bottlers for the 365 brand, including two CG sources (Benton, TN and Salem, SC) and Wissahickon in Hamburg, PA, which is near me.

I have two different sized bottles in front of me, one from Benton and the other from Salem (both from the same store).

If you happen to be drinking 365 water, tell me where it was bottled (I'm just curious, not greenraged).



I'm happy I'm not drinking Wissahickon water

[Reply to this question](#)

Inappropriate?

Share Follow Print

Know any helpful people?

- Email this to a friend
- Twitter this
- Share on Facebook
- Get a short URL

Share it on these other sites



4 replies made

4 people participating

## Welcome!

On April 21, 2009, President Barack Obama signed the American Recovery and Reinvestment Act, a bold experiment to redefine communities and our challenges it is critical to fix everything. Working together, we can harness our greatest resources.

# Challenges – we feel your pain

- Resources
- Culture
- Legal
- Privacy & Security
- The Digital Divide  
(Content vs IT)





# Best practices to overcome challenges

- Stay focused on goals and users -- the public
- Work together (content, tech, legal) towards goal
- Keep projects simple. Experiment. Iterate
- It's OK to not have all the answers
- Share knowledge, experience, leverage
- Templatize process and tools
- Bring in outside innovation where needed
- Trust and leverage the community – the public
- Measure success (and failure)

# Example: Agreements

## Completed:

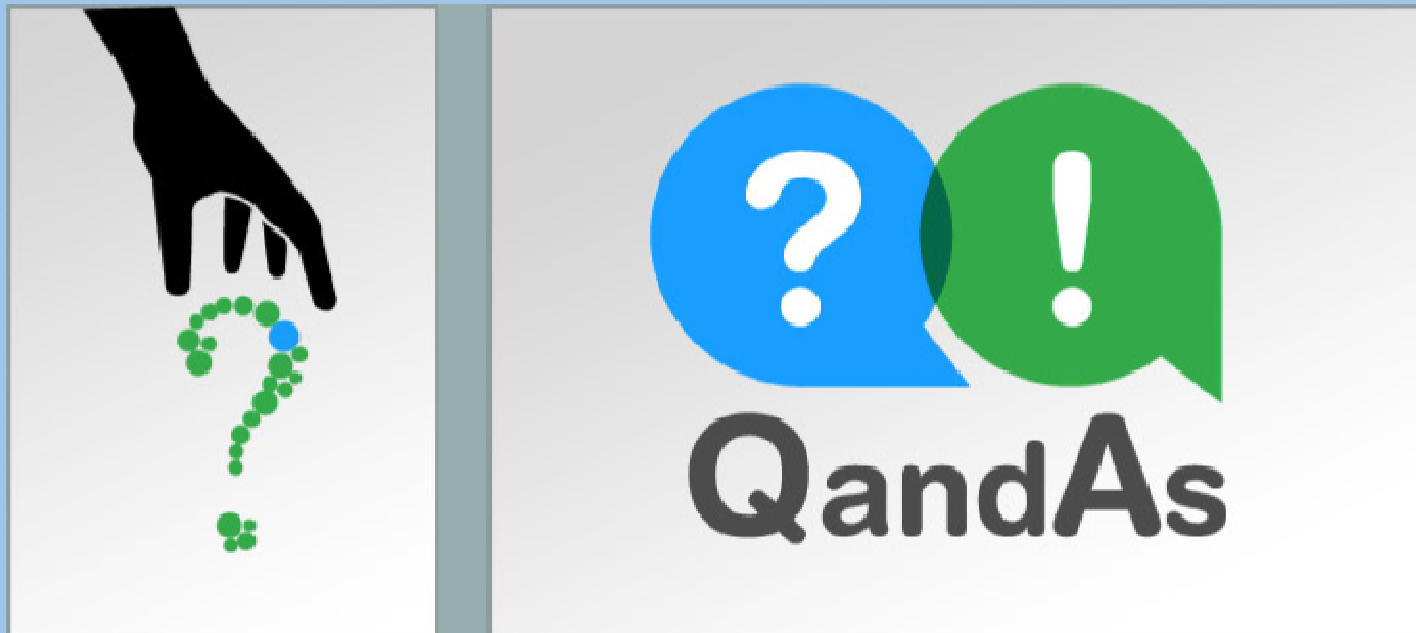
- blip.tv
- blist.com
- Facebook pages
- Google YouTube
- MySpace
- Slideshare.net
- Twitter – general
- Vimeo.com
- Yahoo Flickr



## Considering:

- AddThis
- Google products
- Intense Debate
- iTunes and iTunes U
- Microsoft products
- Ning
- Yahoo products
- Others

# Discussion



# Contacts

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